

HUMAN RIGHTS IN ASIA

CapnCrunch

WHAT WE ARE DOING

- ✧ Bring human rights to the people in Asia.

HOW WE ARE?

- * Start a company whose goal is to bring as much attention the human rights crimes in these countries, and to get donations from well off countries such as the United States, Canada, and the United Kingdom.
- * Make a contract with a popular magazine such as "Time," and every month we will interview one asian individual about his experience with the human rights crimes, this will hopefully bring to light some of the the terrible things these countries are doing, and put a face on the victims, which will bring in more donations.
- * Most of our budget will go into advertising to these countries and the countries we are trying to help.

STARTING WITH

- ✧ Talking to political leaders whenever we have a chance, and to talk to the people through the internet, radio, and television, to tell them to stand up for their rights and to fight back.
- ✧ Although most of our budget will be going into advertising, we hope that the profit in donations will be even higher than the initial budget.

BUDGET

- * 10 million dollar -- Start out balance.
- * 3 million: On setting up the underground advertising (Hiring people, buying land(buildings), buying equipment to make the ads(computers and printer) Basic expenses.
- * 7 million: Buying spots to advertise on the internet, all the supplies need to print flyers, spots in newspapers, commercial time on T.V. Time on radio,
- * For both Asia and Other countries
- * 7 million broken down:
 - * Internet advertising- 1.5 million
 - * T.V. advertising- 2 million
 - * Radio Advertising- 1 million
 - * Flyer Advertising (Asia only)- 1 million
 - * Newspaper Advertising- 1.5 million